

KDNL TV/ABC 30 ST. LOUIS
CAMPAIGN PURCHASE REQUEST FORM

Date Avail Request Made: 8/13

Advertiser Making Request: Todd Akin

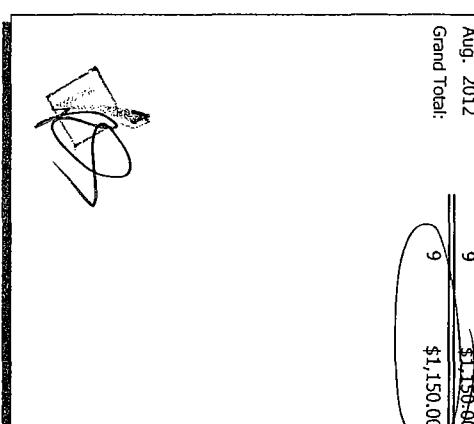
Political Party or
Nature of Advertising Message: Republican Senator MO

Flight Dates: 8/14 - 8/19

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)

Contract # 1354131																			
Advertiser		KDNL 1215 Cole St St Louis, MO 63106 KDNL-TV-DT SAINT LOUIS		Strategic Media Placement		7669 Slaggers Loop Delaware, OH 43015		Sales Office		Salesperson		Date Entered		St Louis (KDNL)					
Agency		Strategic Media Placement (6694) POLITICAL CANDIDATE (ms) (1186) 2608 / TODD AKIN (467369)		Brand		/		Buyer Name		Phone/Fax		Last Modified		By Broadcast Month		Spots		Rate	
Product		Millennium/DC, Washington DC (1108) EVERSOL,WHITNEY		Salesperson		CPFE		Account Types		Billing Type		Entered By		Aug. 2012		9		\$11150.00	
Comments		National/Political Candidate Agency BRD Standard TODD AKIN TODD AKIN REP-FRAN BROWN		Comments		Comments		Comments		Comments		Comments		Grand Total:		9		\$11150.00	
Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/14/12-08/17/12	2	:30	7A- ABC-Good Morning America		1	1	1	1			4	\$50.00	\$200.00	St Louis (KDNL)	GMA		8/13/12
2.0	Normal Line / SPOT	08/19/12-08/19/12	2	:30	10A- ABC-This Week		1				X		1	\$350.00	\$350.00	St Louis (KDNL)	THIS WEEK		8/13/12
3.0	Normal Line / SPOT	08/14/12-08/17/12	2	:30	10-01P- News-ABC 30 News at 10pm		1	1	1	1			4	\$150.00	\$600.00	St Louis (KDNL)	NEWS		8/13/12



CONFIRMATION CONTRACT

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9790925 Ver# 1 Status New
EC'd Yes

Traffic Order# 135413 Printed: 08/13/2012 3:08 PM
Last Received: 08/13/2012 3:04 PM

1 of 2

Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL
Product TODD AKIN
Estimate# 2608
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2608
Flight Dates 08/14/2012 - 08/19/2012
Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () FRAN BROWN
Salesperson ()
Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

ENTERED
SJK

— CONTRACT COMMENT —

TODD AKIN *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	08/14-08/17	7A-9A	GMA	:30	\$50.00	2	TU-F	4	1	\$200.00
2	08/19-08/19	10A-11A	THIS WEEK	:30	\$350.00	2	SU	1	1	\$350.00
3	08/14-08/17	10P-1035P	NEWS	:30	\$150.00	2	TU-F	4	1	\$600.00

—REPORT TOTALS—

Report Totals: 9 / \$1,150.00

—SALES MONTHLY TOTALS—

Aug 12: 9 / \$1,150.00
Sales Totals: 9 / \$1,150.00
Station Totals: 9 / \$1,150.00
Lines not sent/rclcd/rtrn: 0 / \$0.00
—COMPETITIVE—
Market Totals

\$50,885	CABL 0%	KDNL 2%	KMOV 28%	KPLR 2%	KSDK 29%
	KTVI 37%	UNKN 0%	WRBU 0%		

—COMPETITIVE COMMENTS—

Books FEB12
Demos RA35+

Rep	Order#	9790925	Ver#	1	Status	New
EC'd	Yes					
Station	KDNL-TV ST. LOUIS MO					
Advertiser	(POLITICAL				
Product	TODD AKIN					
Estimate#	2608					
Buyer	WHITNEY EVERSOLE					
Phone#						
Fax#						

Agency	(STRATEGIC MEDIA PLACEMENT				
	7669 STAGERS LOOP					
	DELAWARE, OH 43015					
Agency	C/P1/P2/E	//2608				
Flight Dates	08/14/2012 - 08/19/2012					
Hiatus Weeks						
Rep Firm						
Sales Office	() WASHINGTON				
Salesperson	() FRAN BROWN				
Salesperson Phone#		215-563-5400				
Salesperson FAX#		215-563-2974				

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

 FEDERAL CANDIDATE
 STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date
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I, KEGAN BERAN,

being/on behalf of: TODD AKIN, a legally qualified candidate of the REPUBLICAN political party for the office of: UNITED STATES SENATE

in the PRIMARYelection to be held on: AUGUST 7, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

PO BOX 31222 ST. LOUIS, MO 63131

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

SCOTT G. ENGELBRECHT

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

6/29/12

Date



Signature

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification Is Required:

I, KEGAN BERAN

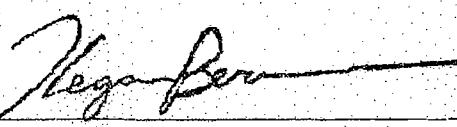
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN BERAN

printed name

6/29/12

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.